



News Release

Release Date: August 12, 2004
Release Number: NYDO-04-15

Contact: John J. Miller (212) 264-7770
e-mail: john.miller@sba.gov

Listening to Customers Leads to 20th Anniversary for Long Island's Omnicon Group, Inc.

Hauppauge, NY- Entrepreneurs looking for successful business tips should take note of the advice from Karen J. Frank, Director of Business Development for Hauppauge-based The Omnicon Group, Inc.

When asked for the most successful strategy employed by the engineering services company, Frank stated, "Staying abreast of customers' needs and wants and being responsive to those needs is our primary reason for success."

That strategy has given the 35-employee company the longevity to celebrate its twentieth anniversary this year. In fact, Omnicon has an enviable repeat-customer base of ninety-six percent.

Omnicon is helmed by president, Scott Abrams, and provides services to customers around the world in the areas of software development, special test-equipment design and development, and product assurance. Frank said that another primary reason for the company's success is, "We provide a very high level of quality work to those customers."

Omnicon has weathered the ups and downs of many business cycles over its twenty-year history. Most recently, it experienced the post-911 downturn. To help it through that period the company obtained an Economic Injury Disaster Loan from the U.S. Small Business Administration. "That loan not only helped us through that difficult period, but it also allowed us to keep all our employees and hire five more," said Frank.

Award-winning Omnicon and Abrams are very active in Long Island's high-tech business community. They have been recognized for their contributions by the Long Island Software and Technology Network, the Hauppauge Industrial Association and its International Trade Committee and the prestigious Institute of Electrical and Electronic Engineers. An alumnus of the State University of New York-Stonybrook, Abrams also has two or three interns from the school on board at any one time.

Smart entrepreneurs looking for longevity will want to take the example and advice offered by Omnicon to heart.

###

*All of the SBA's programs and services are provided to the public on a non-discriminatory basis.
For more information about the SBA please visit www.sba.gov.*